

*Press release on the occasion of the Frankfurt Music Fair
(7–10 April 2016)*

Berlin in March 2016



Sumptuous sound: C. Bechstein invests millions in research and innovation

Europe's number one piano manufacturer has distinguished itself on the challenging piano market with a clear commitment to market-leading manufacturing excellence and to Europe. As well as extensive investment in the centre of excellence for research and development in its German factory in Seifhennersdorf, C. Bechstein Pianofortefabrik AG has invested EUR 15 million just in the expansion of the C. Bechstein Europe manufacturing centre when the building works on the 50,380 square metre site in Hradec Králové is finished early this year. In recent months, in addition to the expansion of the new administrative building, two further production facilities have been built which offer perfect conditions in terms of lighting, space, technology and logistics for the art of piano making. It goes without saying that the Czech site also provides outstanding occupational health and safety conditions for its 160 staff. CEO Karl Schulze said, "Employees should not strain themselves excessively. They should be able to devote all their efforts to producing an accomplished product."

If you love an exclusive piano tone for any budget, C. Bechstein invites you to play, listen, watch and enjoy during the Frankfurt Music Fair. You can visit us at the C. Bechstein Centre in Frankfurt, which is centrally located at Eschersheimer Landstrasse 45. The exhibition includes a broad range of grand and upright pianos, from inexpensive entry-level pianos, and affordable professional instruments made in Europe, to the finest pianos for aficionados and tone connoisseurs! Top-class C. Bechstein grand pianos have exquisite sound characteristics and are a delight to play. You can try them in a quiet atmosphere.



CB_01: C. Bechstein Europe



CB_02: C. Bechstein Europe production

Exclusive hammerhead manufacture in the C. Bechstein factory Germany

C. Bechstein is known for its uncompromising approach when it comes to building upright and grand pianos. This includes areas where no piano manufacturer in Europe has ever dared to tread before. In the past, hammerheads were manufactured exclusively by specialist suppliers. Now, after two years of intensive research and testing, C. Bechstein produces its own hammerheads in-house. This achievement has caused a sensation in the piano industry!

“Although we are a highly traditional manufacturer, innovation has always been part of our tradition. In order to continue living up to this standard in the future, we have expanded our team and invested a great deal of money in research and development,” said C. Bechstein Chairman Stefan Freymuth.

With the C. Bechstein original hammerheads, Europe’s number one upright and grand piano manufacturer sets a unique global quality standard. In-house manufacturing not only allows elaborate processing of finest materials, but also continuous and direct consultation with tone and voicing specialists. This results in audible quality improvements in terms of dynamics, volume and the spectrum of dynamic tone colours.

C. Bechstein hammerheads are manufactured individually and on a brand-specific and model-specific basis, are optimised in terms of shape and weight, are marked with a C. Bechstein logo and have a special Wurzen top felt and a blue C. Bechstein underfelt.

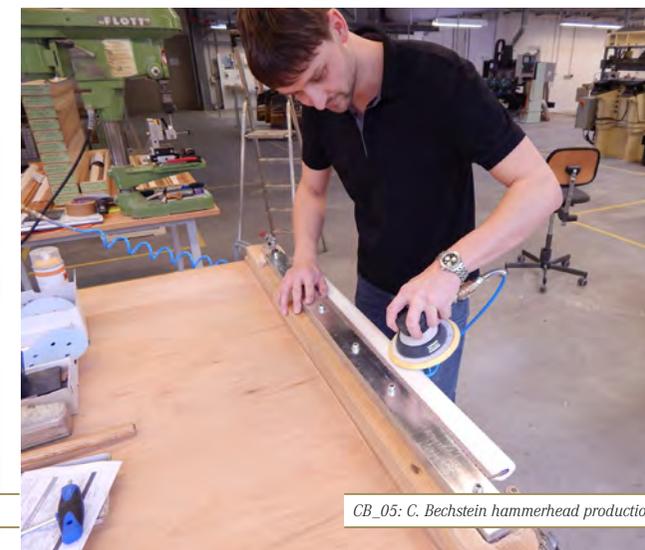
The wood for the hammer core is selected specifically for each different brand, based on which wood is best suited to the brand’s tone ideals. Hence, C. Bechstein instruments have a walnut hammer core, Bechstein Pianos instruments have a mahogany hammer core, and W.Hoffmann instruments have a mahogany or white beech hammer core, depending on the range.



CB_03: Original C. Bechstein hammerheads



CB_04: Original C. Bechstein hammerheads



CB_05: C. Bechstein hammerhead production

World premiere: the C. Bechstein salon grand in bird's eye maple

You are cordially invited to the world premiere on
Thursday, 7 April 2016, at 11:00 am to the C. Bechstein
Centre in Frankfurt am Main, Eschersheimer Landstrasse 45.
Please RVSP to kuepper@bechstein.de.



CB_06: C. Bechstein salon grand in bird's eye maple



CB_07: C. Bechstein salon grand in bird's eye maple

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Just as great pianists can interpret music using a concert grand's full sound potential in their own individual way, C. Bechstein individually tailors its unique high-end editions to fulfil even the most unusual design requests. This service is generally requested by customers with highly exclusive ideas as to how a grand piano can be incorporated into their private living space in a striking and impressive way. No other piano manufacturer in the world can offer such comprehensive expertise in integrating high-quality crafts from all disciplines into the art of piano manufacturing.

Now, at just the right time, C. Bechstein presents its latest masterpiece in the special edition line of high-quality grand pianos, a veritable symphony of living gold: the C. Bechstein salon grand in bird's eye maple.

The sumptuous C. Bechstein sound, with its inimitable emotional energy, is brought to life here in a wonderful work of art. This unique instrument, a dream grand piano in golden bird's eye maple adorned with authentic gold leaf, is a complete synthesis of the most extraordinary combination of the very finest materials, and it took two years to manufacture with meticulous craftsmanship and expertise.

The C. Bechstein bird's eye maple grand is a sensation. From the very first moment you see it, you will be under its spell. It is an incomparable new interpretation of warmth and value, a wonderful combination of tradition and innovation. The cast iron frame has been deliberately manufactured in the traditional shape, and, like the music desk, the little lid prop and the gold bars that surround the piano, it has been completely gilded with gold leaf by masters of the art.

Allow yourself to be seduced by the beauty of the C. Bechstein bird's eye maple grand whose beauty is well matched by its sumptuous sound. Under its fine skin, there beats the heart of an authentic C. Bechstein Model B 212 - a masterful model of the masterpiece line with a refined, transparent and colourful tone and a delicate touch.



CB_08: C. Bechstein salon grand in bird's eye maple - detail



CB_09: C. Bechstein salon grand in bird's eye maple - gilded cast-iron plate



CB_10: C. Bechstein salon grand in bird's eye maple - gilded music desk

C. Bechstein Technicians Academy sets new standards of service quality

Not only does C. Bechstein continue to invest in the high-quality manufacturing of top-class pianos; it also invests in providing the best service in the piano industry.

Its own C. Bechstein Technicians Academy provides targeted training for technicians associated with Bechstein all over the world. This service shall facilitate that, for many decades to come, the incomparable Bechstein sound of customers' pianos will remain as it was on the very first day. And that, as far as maintenance and repairs are concerned, their instrument will always be kept in excellent condition. The seminars with C. Bechstein technicians are in extremely high demand and have received enthusiastic feedback from participants:

“For voicing according to the Bechstein tone ideal, the workshop was an enormous success and well worth the time and cost!”

Henrik Clement, master piano maker, Odense, Denmark

“100 out of 100 for the whole package. It is a very good series of workshops.”

Christian Stühlmeier, piano maker, Bielefeld, Germany

“In short, it was great and perfectly organised. The workshop on cabinet finish should be compulsory!”

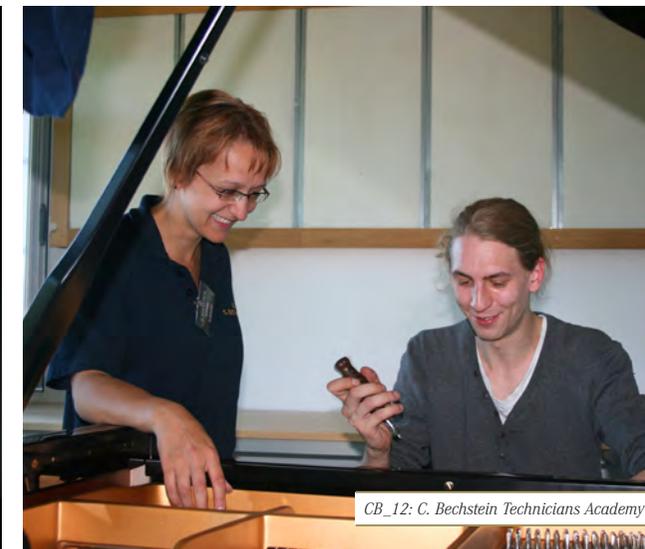
Uwe Streubel, master piano maker, Stuttgart, Germany

“We immediately tried out what we had learned. I am amazed how stable the tunings are using your technique! Once again: thank you.”

Andy Briggs, piano technician and workshop manager, Bristol, UK



CB_11: C. Bechstein Technicians Academy 1



CB_12: C. Bechstein Technicians Academy 2



CB_13: C. Bechstein Technicians Academy 3

Top-class partnership with the International Piano Forum: Frankfurt Music Fair opens to the sound of C. Bechstein

C. Bechstein Pianofortefabrik AG has worked in partnership with the International Piano Forum (IPF) since January 2016. The International German Piano Award was established in 2011 by the IPF, and both the competition itself and the award winners' concerts will use C. Bechstein concert grands in the future.

The International German Piano Award, which recently gained Lars Vogt as its cultural patron, has quickly established itself as one of the most important piano competitions in the world. To celebrate the fifth anniversary of the competition, which has a prize fund of EUR 20,000, the International Piano Forum is holding a festival in Frankfurt from 1 to 6 April 2016. Past award nominees and winners will play C. Bechstein concert grands on 1, 2 and 3 April at the Frankfurt Music School, and on 6 April from 7 pm at the Alte Oper concert hall in Frankfurt.

The event at the Alte Oper will also be the official opening concert for Frankfurt Music Fair 2016: Joseph Moog and Andrejs Osokins will play Anton Rubinstein's Piano Concerto No. 4 and Franz Liszt's Piano Concerto No. 1 with the Kremerata Baltica, under the direction of Marios Papadopoulos. Both composers were closely associated with Carl Bechstein. To promote awareness of the new partnership, a new phrase is incorporated in the award logo: "Powered by C. Bechstein".

Further information on the festival:
www.pianoforum-frankfurt.de/festival



Piano Award logo

International Piano Forum präsentiert

Festival Internationaler Deutscher Pianistenpreis

Konzertreihe und offizielles Eröffnungskonzert Musikmesse 2016
Hochschule für Musik und Darstellende Kunst Frankfurt
1 April 19.30 Uhr · 2 April 19.30 Uhr · 3 April 18.00 Uhr
Alte Oper Frankfurt
6 April 19.00 Uhr www.frankfurtticket.de (069 1340 400)

Dmitri Levkovich · Andrejs Osokins · Ching-Yun Hu · Joseph Moog · Lukas Geniušas · Ah Ruem Ahn · Yekwon Sunwoo

DEUTSCHER PIANISTENPREIS
INTERNATIONAL GERMAN PIANO AWARD
POWERED BY C. BECHSTEIN

Chopin · Debussy · Desjatinikow · Granados · Liszt · Mozart · Prokofjew
 Rachmaninow · Rubinstein · Saint-Saëns · Schubert · Schumann · Skrjabin · Strawinski

Bathmann Bank
TARGO BANK
musikmesse
www.piano-festival.com

Anderungen vorbehalten.

Piano Award poster

C. Bechstein Pianofortefabrik Berlin / C. Bechstein Europe

C. Bechstein is a brand that shines brightly again today. C. Bechstein Pianofortefabrik is a German manufacturer of high-quality acoustic upright and grand pianos. Established in Berlin in 1853, Bechstein provides artists, institutions and private music lovers with products to suit almost any budget. Its instruments are available through a global network of selected partners, as well as 14 C. Bechstein Centres in Germany. C. Bechstein AG is based in Berlin and has a German factory and centre of excellence in Seiffhennersdorf, Saxony, as well as a subsidiary, C. Bechstein Europe, based in Hradec Králové, Czech Republic, which is the manufacturing site for the W.Hoffmann ranges. With 350 employees, C. Bechstein AG is the leading manufacturer of upright and grand pianos in Europe.

Based in Hradec Králové, C. Bechstein Europe is the Czech subsidiary of C. Bechstein Pianofortefabrik AG, Berlin, and it works with the expertise of the top manufacturer. Today, W.Hoffmann is one of very few brands that are still manufactured in Europe and exported throughout the world, including Asia. Made by C. Bechstein Europe in the Czech Republic, W.Hoffmann upright and grand pianos resonate with this country's musicality. After all, composers such as Antonín Dvořák, Leoš Janáček, Bohuslav Martinů and Bedřich Smetana came from the Czech Republic!

Contact details

We would be happy to answer any queries from journalists.

Please contact:

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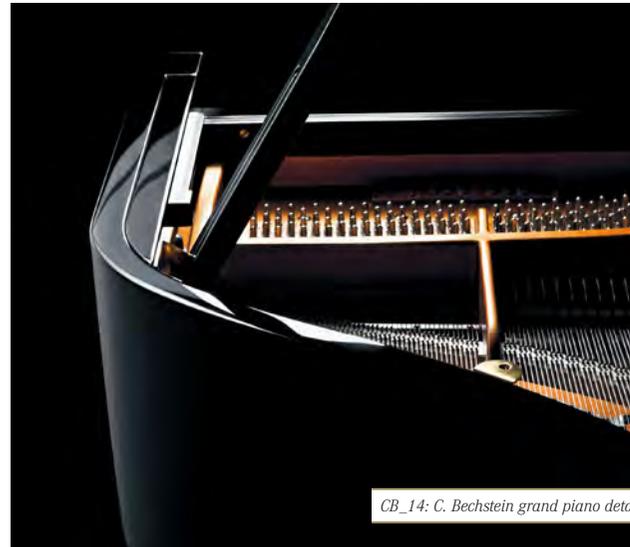
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To download all images (35 MB) please click [here](#).



CB_14: C. Bechstein grand piano detail



CB_15: C. Bechstein concert grand D282



CB_16: C. Bechstein grand piano detail



CB_17: C. Bechstein grand piano detail

The Carl Bechstein Foundation at the Frankfurt Music Fair for the first time



From 7 to 10 April 2016, the Carl Bechstein Foundation will have a stand at the Musikmesse Frankfurt music fair for the first time. The foundation was awarded the Deutscher Kulturförderpreis (German Award for the Promotion of Culture) in November 2015, and it will appear at **Booth E50 in Hall 8 on Level 0**. We look forward to seeing you there!

The purpose of the Carl Bechstein Foundation is to promote piano playing across the board. It primarily supports projects and institutions that introduce children and young people to the piano at an early age, and which motivate them to play the piano on an ongoing basis. For instance, the non-profit foundation has just delivered its 100th piano in Germany free of charge, to a primary school in Cologne.

The Carl Bechstein Foundation was co-founded in late 2012 by C. Bechstein Pianofortefabrik AG. As well as promoting the piano throughout society, the foundation also believes that it is important to promote gifted pianists, which is why it holds the Carl Bechstein Competition for children and young people once a year. This year, the competition is for piano duos and will be held from 11 to 13 November 2016 in Berlin. To promote highly talented pianists, the Carl Bechstein Foundation also awards bursaries and prizes, such as those awarded in partnership with the German national competition, "Jugend musiziert" ("Young People Make Music").

More information on the foundation's projects will be available at the Musikmesse Frankfurt, at Stand E50 in Hall 8 on Level 0. Please arrange an appointment in advance with Gregor Willmes, Project Manager at the Carl Bechstein Foundation: willmes@carl-bechstein-stiftung.de.

Further information:
www.carl-bechstein-stiftung.de/en



CBS_1: Carl Bechstein Foundation – piano duo competition 2016



CBS_2: Carl Bechstein Foundation promotes piano playing



The 100th piano has been given to the Freinet School Cologne by the Carl Bechstein Foundation.

CBS_3: Carl Bechstein Foundation – the 100th Piano in Germany